

Message Text

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FM SECSTATE WASHDC
TO USLO PEKING PRIORITY

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E.O. 11652: N/A

SUBJECT SCIENCE BOOK EXHIBIT

REF: PEKING 2859-C

1. AGENCY NOT RECEIVED CHINA NATIONAL PUBLICATIONS IMPORT CORPORATION (CNPIC) FORM LETTER DESCRIBED REFTEL PARA 5. NONETHELESS HAVE CONTACTED SEVERAL PUBLISHERS, INCLUDING PRENTISS-HALL'S LEO ALBERT TO ASCERTAIN HOW AGENCY MAY PROMOTE FURTHER PARTICIPATION IN EXHIBIT AS SUGGESTED REFTEL. OUR INQUIRIES ELICITED FOLLOWING:

A) CNPIC HAS INVITED 34 AMERICAN PUBLISHERS TO DONATE TITLES TO BOOK EXHIBIT. OVER 20 PUBLISHERS PARTICIPATING. WE UNDERSTAND INVITATION CAME DIRECTLY FROM PEKING AND PRC IS PAYING FOR SHIPPING ALL BOOKS FROM U.S. TO PRC.

B) SCIENCE BOOK PUBLISHERS INCLUDE MANY SMALL FIRMS AND UNIVERSITY PRESSES WHO PUBLISH SMALL NUMBER VERY SPECIALIZED
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TOTLES. SUCH PUBLISHERS WILLING DONATE BOOKS FOR EXHIBIT BUT HAVE NO PROMOTION BUDGET TO PAY SHIPPING COSTS.

2. IN VIEW OF ABOVE, WE SUGGEST TWO OPTIONS:

A) AGENCY CAN PREPARE LIST OF AMERICAN SCIENCE BOOK PUBLISHERS FOR USLO TO FORWARD TO CNPIC. CNPIC CAN CONTACT PUBLISHERS DIRECTLY

AND INVITE THEM ON SAME TERMS AS ORIGINAL 34 INVITED. ALTHOUGH THIS OPTION MOST APPROPRIATE CONSIDERING NATURE OF EXHIBIT, WE BELIEVE THAT DUE TO LATE DATE THERE INSUFFICIENT TIME FOR ADDITIONAL PUBLISHERS TO SHIP BOOKS FOR EXHIBIT EVEN IF PRC OFFERS TO PAY SHIPMENT COSTS.

B) AGENCY CAN PERFORM ACTIVE ROLE BY CONTACTING PUBLISHERS DIRECTLY TO REQUEST BOOKS FOR EXHIBIT AND HANDLING ALL ARRANGEMENT, INCLUDING SHIPPING BOOKS VIA OFFICIAL AIR TO USLO. USLO CAN THEN PRESENT BOOKS TO CNPIC ON BEHALF OF PUBLISHERS. BELIEVE SUCH ACTIVE AGENCY ROLE BEST WAY TO ELICIT WIDER RESPONSE FROM PUBLISHING INDUSTRY AND ENSURE SHIPMENT OF BOOKS IN TIME FOR EXHIBIT. IF USLO INTERESTED THIS APPROACH, ADVISE LIST OF PUBLISHERS ALREADY CONTACTED BY CNPIC AND NAMES THOSE KNOWN TO BE PARTICIPATING IN EXHIBIT.

3. WE PREPARED PROCEED WITH ACTIVE ROLE OUTLINED 2(B) ABOVE UNLESS USLO FEELS SUCH AN AGENCY ROLE WOULD BE MISCONSTRUED OR THAT RESULTANT BROAD PARTICIPATION BY AMERICAN PUBLISHING INDUSTRY UNDESIRABLE. ADVISE ASAP.
VANCE

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